

Message Text

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44

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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P R 091323Z SEP 74

FM AMCONSUL MUNICH

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 5284

UNCLAS MUNICH 1382

USDOC

COMMERCE FOR BIC/OIM/TRAFTON/CLAUSEN/THOMAS/RVNO

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: EXCOM PROGRESS REPORT NUMBER TWO, ELECTRONICA 74/MUNICH
FOR PERIOD AUGUST 26 THROUGH SEPTEMBER 6, 1974/DUSEX BROMEL

1) ARRIVALS - DO KLINGELHUT ARRIVED MUNICH ON SCHEDULED AUGUST
24, RESIDING IN APARTMENT MEISTERSINGER STR. 118/I, 8 MUNICH 81,
TEL: 93-16-51.

2) MARKETING PLAN/PERSONAL CALL CAMPAIGN 1 DUSEX VISITED EMBASSY,
BONN ON AUGUST 29/30 AND HELD MEETINGS WITH PCO COONTZ/HARRIS
TO REVIEW OVERALL MARKETING PLAN AND DEVELOP THE GERMAN PERSONAL
CALL CAMPAIGN. EMBASSY CABLE DATED SEPT 4 WAS SENT TO FOLLOWING
POSTS STATING ACTION EXPECTED:

POST	NO. POST CALLS	NO. DBR APPTS.	WEEK OF DBR AT POST
STUTTGART (#)	6	20	SEPT 23
FRANKFURT (#)	10	20	SEPT 30
DUSSELDORF (#)	10	20	OCT 1
BREMEN (#)	5	6	OCT 14
HAMBURG (#)	6	10	OCT 14
BERLIN (#)	6	10	OCT 21
MUNICH (#)	10	20	OPEN
BONN (#)	6	-	-

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TOTALS	59	106	
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(#) PRESS LUNCHEONS

PCO GUIDELINES IN AFOREMENTIONED CABLE TO THE POSTS INCLUDED:

A. DUSEX STAFF TO PREPARE COMPLETE LIST OF KEY PROSPECTS AND SUBMIT TO EACH POST FOR FURTHER REFINEMENT AND MODIFICATION TO INCLUDE THE MOST IMPORTANT CONTACTS FOR ELECTRONICA 74.

B. POSTS TO SET-UP APPOINTMENTS FOR ALL DBR/POST CALLS.

C. POSTS TO COMPLETE PIR FORMS AND FORWARD COPIES TO BONN/DUSEX.

D. DUSEX TO FURNISH VARIOUS POSTS SUBSTANTIAL PROMOTION MATERIAL RELATING TO EXHIBITION AND PRODUCT INFORMATION TO ASSIST IN ARRANGING MARKETING APPOINTMENTS.

3) PARTICIPANTS - THE FIRM RESEARCH, INC. PRODUCT-LINE IS NOT ACCEPTABLE TO ELECTRONICA 74 FAIR AUTHORITIES, THEREFORE FIRM CANNOT PARTICIPATE. FINAL DECISION PENDING FROM MMG FOR PARTICIPATION OF NICOLET INSTRUMENT, DUSEX TO ADVISE COMMERCE SOONEST.

4) PR CONTRACT - RECOMMENDATION TO USE AUDAX, MUNICH SUBMITTED VIA SEPARATE CABLE.

5) MMG FAIR CATALOGUE - DUSEX HAS ARRANGED FOR A FREE ALPHABETICAL LISTING IN MMG FAIR CATALOGUE OF ALL PARTICIPANTS IN COMMERCE GROUP. MMG SENDING MAILING TO ALL FIRMS FOR ADDITIONAL FAIR CATALOGUE INSERTS BY CATEGORY AT EACH FIRMS EXPENSE, IF DESIRED.

6) NEWSLETTER NO. 1 - DUSEX - REQUESTS AUTHORITY TO SEND STANDARD INFORMATION IN FIRST NEWSLETTER WITHOUT OIM APPROVAL.

7) SPECIAL EVENTS/VIP VISITS - A. DISCUSSIONS BETWEEN EMBASSY/BONN; CONSULATE MUNICH; AND DUSEX HAVE FINALIZED PLANS FOR THE OFFICIAL VISIT OF AMBASSADOR HILLENBRAND TO ELECTRONICA 74 DURING THE SECOND DAY OF SHOW ON NOV 22. MMG IS PLANNING A SPECIAL LUNCHEON FOR THE AMBASSADOR AT MID-DAY; ALSO AN EXHIBITORS RECEPTION HOSTED BY THE AMBASSADOR IS BEING PLANNED IN THE EARLY UNCLASSIFIED

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EVENING.

B. A CHARTER FLIGHT IS BEING ARRANGED BY EMBASSY/THE HAGUE OF SOME 50 DUTCH BUSINESSMEN TO U.S. EXHIBITION ON NOVEMBER 25, 26, AND 27. A WELCOME RECEPTION IS BEING PLANNED.

8) PRINT PACKAGE - COMPETITIVE PRICES OBTAINED FROM TWO LOCAL PRINTERS FOR OVERALL PRINT PACKAGE, NAMELY: HERMANN DENGLER, PRINTERS; AND PETER WINKLER VERLAG. DENGLER PRODUCED EXCELLENT

PRINT PACKAGES FOR LASER/SYSTEMS 73 AND IS BY FAR THE LOWEST COMPETITIVE BIDDER OF THE TWO. HOWEVER, DUE TO 100 PER CENT INCREASE IN COST OF PRINT PAPER, PRINTING COST IN GERMANY HAVE RISEN SLIGHTLY. DENGLEER TOTAL COST FOR ENTIRE PRINT PACKAGE IS DOLLARS 5,418. FOR COMPARISON WINKLER QUOTATION FOR CATALOGUE FLYER IS DOLLARS 4,140; DENGLEER QUOTE IS DOLLARS 3,382. DUSEX HAS THEREFORE AWARDED PRINT PACKAGE TO DENGLEER. BASIC ITEMS OF PRINT PACKAGE HAVE BEEN ORDERED. INITIAL COPY BEING PREPARED FOR PROSPECT INFORMATION FOLDER/FLYER.

9) TRAVEL ORDERS - AA ZOCH HAS NOT RECEIVED COPY OF OFFICIAL T.O. FOR ELECTRONICA TOUR.

10) GENERAL - A. DUSEX HAS BEEN INVITED BY PCO AND PLANS TO ATTEND THE COMMERCIAL OFFICERS CONFERENCE (GERMANY) IN BERCHTESGADEN.

B. DUSEX ATTENDED AND WAS INTRODUCED AT THE MMG INITIAL INTERNATIONAL PRESS CONFERENCE FOR ELECTRONICA 74 HELD IN MUNICH ON SEPTEMBER 5.

C. INITIAL TELEPHONE CONTACT HAS BEEN MADE WITH ALL EXPREPS.

11) HOSPITALITY SCHEDULE - THE FOLLOWING LISTS THE PROPOSED HOSPITALITY SCHEDULE:

A. KICKOFF PRESS CONFERENCE/MUNICH - (TENTATIVE) SEPT 19.

B. DBR PRESS LUNCHEON/RECEPTIONS;

STUTTGART - WEEK OF SEPT 23

FRANKFURT - WEEK OF SEPT 30

DUSSELDORF - OCT 1

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BREMEN - OCT 14

HAMBURG - OCT 14

BERLIN - OCT 21

MUNICH - OPEN

BONN - OPEN

C. EXHIBITION BRIEFING - NOV 20

D. EXHIBITORS BUSINESS LOUNGE - NOV 21-27

E. DUTCH BUSINESSMEN/RECEPTION - NOV 25

F. EXHIBITORS/BUSINESSMENS RECEPTION - HOSTED
BY AMBASSADOR - NOV 22

TOTAL ESTIMATED COST DOLLARS 3,120; FOR AFOREMENTIONED FUNCTIONS;
DUSEX REQUESTS APPROVAL. SPIVACK

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